

Kajian Usability Aplikasi Mobile E-Commerce Pada Platform iOS Menggunakan Metode Mobile Goal Question Metrics (mGQM)

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ABSTRAK

Salah satu gaya hidup di era internet ini adalah tren belanja online melalui *e-commerce*. Internet telah merevolusi kehidupan sehari-hari dan cara berbisnis. *Smartphone* dan aplikasi *e-commerce* merupakan alat yang digunakan untuk mengakses internet dan membeli produk maupun jasa. Pengetahuan pembeli *online* menjadi semakin canggih terhadap alternatif pembelian online. Penelitian ini bertujuan untuk mengukur *usability* aplikasi *e-commerce* pada platform iOS dan melakukan eksaminasi terhadap aspek *satisfaction* pada 22 aplikasi *e-commerce* pada platform iOS.. Sampel dalam penelitian ini adalah 35 mahasiswa sistem informasi Universitas Bakrie. Sampel diambil adalah sebanyak 50% dari jumlah total 70 orang, yaitu sebanyak 35 responden. Penelitian ini dilakukan dengan mencari aplikasi *e-commerce* pada iOS, mengembangkan metode *Mobile Goal Question Metrics* (MGM), melaksanakan *usability test*, dan menganalisis hasil. Hasil penelitian menunjukkan bahwa untuk melakukan eksaminasi terhadap aplikasi *e-commerce* adalah dengan mengembangkan metode *mobile goal question metrics* (mGQM) dan mengembangkan *usability test task* sebagai pedoman *usability test* dan hasil lain menunjukkan bahwa terdapat dua aplikasi *mobile e-commerce* pada platform iOS yang memenuhi kriteria. Dengan persentase 75% sampai 100% pada semua parameter, ASOS dan Amazon memenuhi parameter maksimum.

Kata Kunci: *E-Commerce*, *Usability*, *Mobile Goal Question Metrics* (mGQM), iOS, *Satisfaction*

Usability Study of Mobile E-Commerce Application on iOS Using Mobile Goal Question Metrics (mGQM)

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ABSTRACT

One of the lifestyle in this internet era is the trend of online shopping via e-commerce. The Internet have revolutionized our daily lives and the way business is conducted. Smartphone and e-commerce applications are tools for accessing the Internet and for buying products and services. Online shoppers have become more sophisticated in their knowledge of online purchasing alternatives. This research aims to measure usability of e-commerce application on iOS and conduct an examination of the satisfaction aspects of 22 e-commerce applications on iOS. The method used in this research is Mobile Goal Question Metrics (mGQM). The sample of this research is information system's student in Universitas Bakrie. Samples were taken as much as 50% of the total 70 student, which are 35 respondents. This research is performed by searching e-commerce application on iOS, developing mobile goal question metrics (mGM) method, implementing usability test, and analyzing the results. The results showed that to perform an examination of e-commerce application is conducted with the goal of develop mobile goal question metrics (mGQM) method and develop usability test task as a guidance and other results showed that there are two mobile e-commerce applications on the iOS platform that meet the criteria. With a percentage of 75% to 100% in all parameter, ASOS and Amazon meet the maximum parameters.

Key words : Usability, E-Commerce, Mobile Goal Question Metrics, iOS,
Satisfaction